

"Nature's scent, healthy future, tea!"

(재)하동세계차엑스포조직위원회

WORLD TEA EXHIBITION 2022 HADONG, KOREA Organizing Committee

Recipient World Tea producing countries (61 countries)

Via

Title World Tea Exhibition 2022 HADONG, KOREA Public relations of international events and requests for cooperation in attracting TEA-industrial Exhibition and Sales Hall

1. I wish your institution endless development.
2. "WORLD TEA EXHIBITION 2022 HADONG, KOREA" is a government-approved international event co-hosted by Gyeongsangnam-do and Hadong-gun, Republic of Korea, and held in Hadong-gun under the theme of Nature's Scent, Healthy Future, Tea" from April 23, 2022 to May 22, 2022. (30 days).
3. Under the theme of tea, we are working with the world tea producing countries (61 countries) to realize the <Global Industry EXHIBITION> through cooperation between Hadong-gun, Korea (2017), which is registered as a World Important Agricultural Heritage (UN FAO GIAHS), and the world tea producing countries, to send and promote the attached notice, so please cooperate.
4. In addition, we plan to attract promising companies to globalize and popularize the tea industry to create a space for exhibition, promotion, and sales of tea-related products, so please promote it so that many interested companies can participate.

Attachment: WORLD TEA EXHIBITION 2022 HADONG, KOREA Promotional Guide and Support for Participating Countries.

Chairman of the WORLD TEA EXHIBITION 2022 HADONG, KOREA Organizing Committee



6/7					
Action officer	Yewon Lee	Director of International Cooperation	In-sun Baek	Head of Operations	Sangho Yang
Collaborator	Action officer Yang-goo Heo				
Enforcement	Operation Headquarters-541	(2021. 6. 7.)	Receipt		
Address	52303	71-8, Ssanggye-ro, Hwagae-myeon, Hadong-gun, Gyeongsangnam-do	/		
Tel	055-880-7086	Fax 055-880-7059	/ yw0401@korea.kr	/	Open

Korea's Representative Tea Exhibition Notice of Promotion for Participation in the 2022 Hadong World Tea Exhibition

The gift of hope that nature has given us to mankind Tea(茶)
the inheritance that people all over the world must share and cultivate Tea(茶)
Hadong-gun, Gyeongsangnam-do, is inviting you.

Hadong-gun is a sacred place for the Korean

tea history and culture that have lasted for 1,200 years.

The 2017 listing in the Globally Important Agricultural Heritage Systems placed

Hadong-gun at the center of the world tea culture beyond Korea.

At the core of this achievement is the long-standing spiritual culture
with characters and personalities that have been nurtured through and with teas.

Further, Hadong-gun will host the Korea's first tea-themed Exhibition in 2022.

Gyeongsangnam-do and Hadong-gun of Korea

will co-host the 2022 Hadong World Tea Exhibition,

a government-approved event, with the theme of "Nature's Fragrance, Healthy Future, Tea!"

during Apr. 23 to May 22, 2022 (30 days) in the whole area of Hadong-gun.

I would like to ask for your deep interests in the 'World Tea Producer' and participation
in the event to help us make this event leap to a 'Global Industry Exhibition.'

Any country with an intention to participate in the Exhibition is kindly requested
to send a country name, in-charge person's name, and contact number to **yw0401@korea.kr**

by August 31, 2021, which will greatly help us

better prepare the event including "Participating Country Day."

The Exhibition Organization Committee will confirm the information and be in contact.

Sincerely,

May-21

Hadong World Tea Exhibition Organization Committee Chairperson

Event Overview & Support for participating countries

<Vision and Objectives>

Theme	Nature's Fragrance, Healthy Future, Tea(茶)!						
Vision	Tea for Sustainable Human Life "Tea" of life for a past thousand years, "Life-Culture" for a future						
Core Task	Smart	Coexistence	Business	Live	Wellness	Carbon-Free	Content

<Event Overview>

- Theme: Nature's Fragrance, Healthy Future, Tea(茶)
- Period: Apr. 23 ~ May. 22, 2022 (30 days)
- Venue: Hadong Sports Park, Hadong Wild Tea Culture Festival, whole area of Changwon-si and Gimhae-si
- Participants: 10 countries, 1.35 million visitors (70,000 foreigners)
- Host: Gyeongsangnam-do, Hadong-gun
- Supervise: Hadong World Tea Exhibition Organization Committee

<Support for participating countries>

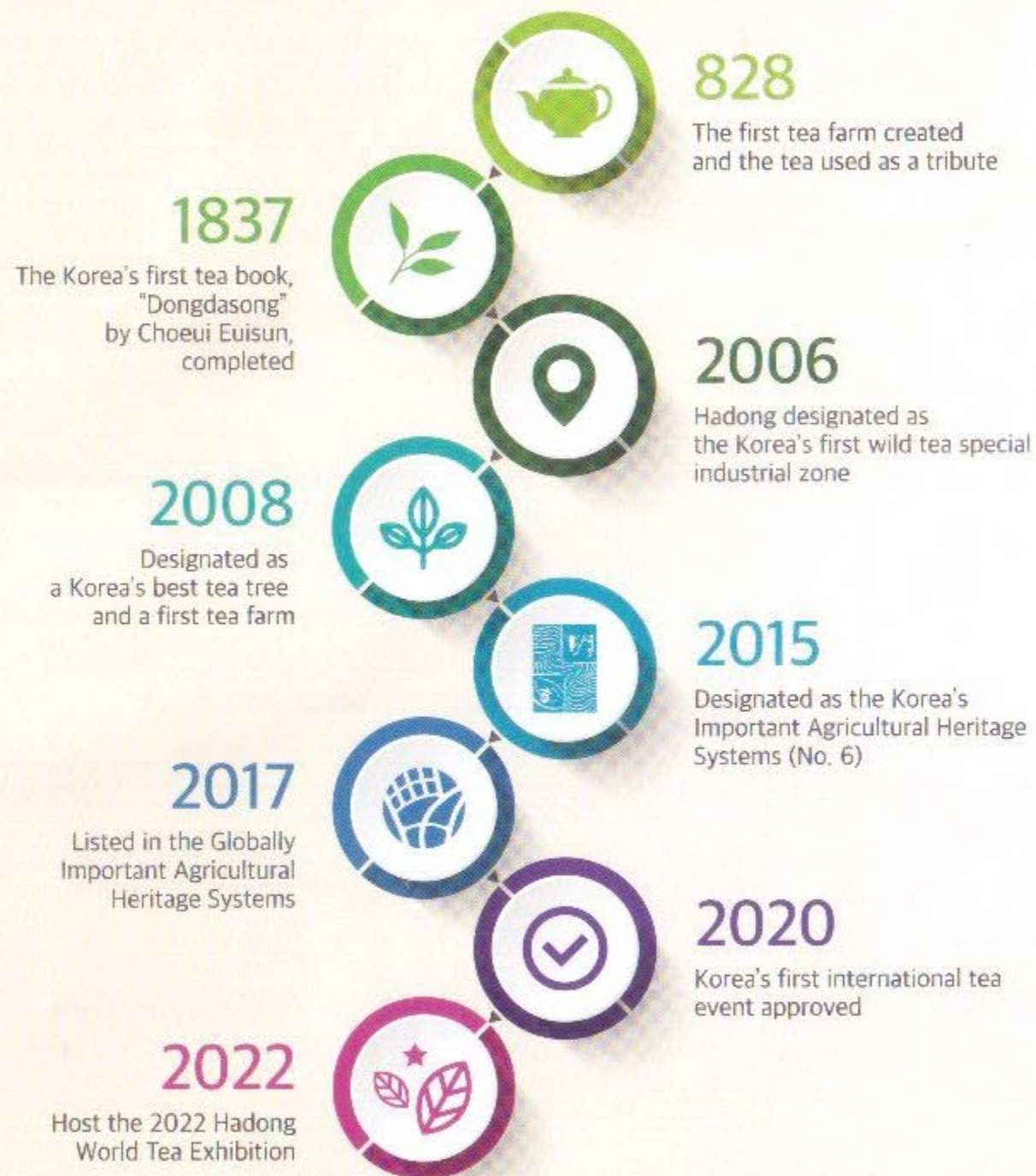
- ✓ Support for the cost of staying in Korea for one VIP in each country.

61 countries in the world that manufacture tea.

number	Country name	number	Country name	number	Country name
total	61 countries	21	Quate	42	Papua New Guinea
1	Argentina	22	India	43	Peru
2	Australia	23	Indonesia	44	Portugal
3	Azerbaijan	24	Iran	45	Russia
4	Bangladesh	25	Japan	46	Rwanda
5	Bhutan	26	Kenya	47	Seychelles
6	Brazil	27	Laos	48	South Africa
7	Burundi	28	Madagascar.	49	Republic of Korea
8	Canada	29	Malawi	50	Sri Lanka
9	Cambodia	30	Malaysia	51	Taiwan
10	Cameroon	31	Marley	52	Tanzania
11	Chile	32	Mauritius	53	Tasmania
12	China	33	Montenegro	54	Thailand
13	Colombia	34	Mozambique	55	Turkey
14	Congo	35	Myanmar	56	Uganda
15	Ecuador	36	Nepal	57	the United Kingdom
16	El Salvador	37	New Zealand	58	the United States
17	Ethiopia	38	Nigeria	59	Vietnam
18	France	39	North Korea	60	Zambia
19	Georgia	40	Pakistan	61	Zimbabwe
20	Germany	41	Panama		

2022 Hadong World Tea Exhibition

Timeline



Event Overview

- **Period** : Apr. 23 ~ May 22, 2022 (30 days)
- **Venue** : Hadong-gun (Hadong Sports Park, Hadong Wild Tea Culture Festival) whole area of Gyeongsangnam-do
- **Participants** : 10 countries, 1.35 million visitors (70,000 foreigners)
- **Host** : Gyeongsangnam-do, Hadong-gun
* In-charge authority : Ministry of Agriculture, Food and Rural Affairs
- **Supervise** : Hadong World Tea Exhibition Organization Committee

Theme and Core Task

Theme

Nature's Fragrance, Healthy Future, Tea!

Vision

Tea for Sustainable Human Life

- "Tea" of life for a past thousand years,
"Life-Culture" for a future thousand years -

Core Task



Exhibition and Experience Program

Theme Exhibition	Special Exhibition	Other Exhibition	Linked Exhibition
<ul style="list-style-type: none"> Thousand Year Culture Hall Business Hall Wellness Hall 	<ul style="list-style-type: none"> Domestic Hall (K-TEA Hall) International Hall (W-TEA Hall) Art Hall (K-ART Hall) 	<ul style="list-style-type: none"> Youth Special Hall Video Performance Hall 	<ul style="list-style-type: none"> Changwon Tea Fragrance Celebration Hall Gimhae Janggun Tea Hall

Event Venue Information

Hadong Sports Park



Hadong Wild Tea Culture Festival



Korea's first tea Exhibition approved for international event

2022

Hadong World **Tea** Exhibition

“Tea of life for a past thousand years”

